

**NATIONAL NETWORK OF LIBRARIES OF MEDICINE
PACIFIC SOUTHWEST REGION**

Region 7

Pacific Southwest Regional Medical Library

Annual Report Highlights

May 2003-April 2004

Contract No. N01-LM-1-3517

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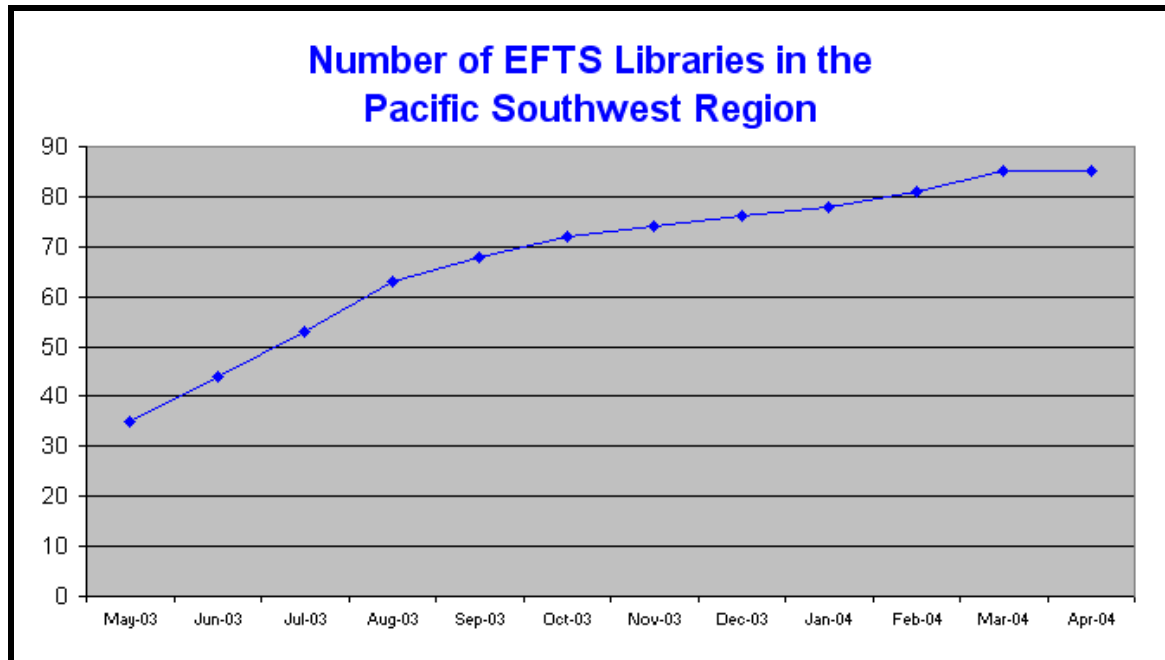
October 22, 2004

**Louise M. Darling Biomedical Library
University of California, Los Angeles
Los Angeles, CA 90095-1798**

Network Services

Our key accomplishments this past year with our Network members were in the areas of resource sharing, education, and outreach. We promoted the Electronic Fund Transfer System (EFTS) for regional DOCLINE participants (EFTS is similar to OCLC's IFM system), as well as LinkOut, a feature of NLM's Entrez system that is designed to provide users with links from PubMed and other Entrez databases to a wide variety of relevant web-accessible online resources. We educated our Network members through DOCLINE orientations/email, our regional newsletter, and teleconference sponsorship. We supported regional outreach through funding subawards and through our promotional items service, which is free of charge to Network members¹.

- EFTS participation grew 143% (from 35 EFTS participants as of May 1, 2003, to 85 as of April 30, 2004, an increase of 50 libraries)



- LinkOut participation
 - LinkOut icons were created for 13 libraries in the Pacific Southwest Region for a total of 25 icons for print and electronic holdings.
 - At the end of the first quarter, there were 84 active participants and 31 inactive participants in LinkOut. At the end of the contract year, there were 96 active and 32 inactive LinkOut participants for an increase of 14% and 3%, respectively.
- NLM's Web-based Interlibrary Loan system, DOCLINE

¹ http://nnlm.gov/psr/promo_items.html

- Thirty DOCLINE orientations were performed via telephone for a total of 29.5 hours of dedicated staff time, not to mention follow-up emails to those individuals who requested additional information about NLM systems and services. Those individuals who needed and requested these orientations ranged from librarians new to health sciences librarianship to seasoned DOCLINE participants who wanted to keep up-to-date with DOCLINE changes.
- Ninety-eight questions via email were received from DOCLINE participants across the Pacific Southwest Region. Our staff responded to these questions via email or telephone, depending on the complexity of the question and answer.
- The Pacific Southwest Region's bimonthly, electronic newsletter, *Latitudes*
 - Nine *Latitudes* articles were written by regional authors, including individuals from Network member libraries and an NLM Associate Fellow, for 1 to 2 articles per issue of *Latitudes*. The articles covered a range of issues: Electronic Fund Transfer System, distance education, academic health sciences libraries, health literacy, meetings and conferences, electronic document delivery, and the Health Education Assets Library project.
 - For this contract year, CINAHL has indexed five *Latitudes* articles from the May-June, July-August, and September-October 2003 issues. They are currently indexing the remaining issues of this contract year.
- Teleconference sponsorship
 - On March 10, 2004 we sponsored **6** regional sites for the MLA Satellite Teleconference *Roles and Essential Skills for the Expert Searcher*; **147** attended the teleconference.
- Promotional items
 - This past year we saw an increase of distribution of over **50** percent. We filled **211** individual institutional requests from network members for NLM promotional items over the course of Year 3. We filled and mailed approximately **34,781** NLM and NN/LM promotional items.
 - A network member commented, "*We have Spanish nurses who go out into the surrounding community, much of which is Spanish speaking. They love the Spanish materials.*"

Outreach Services

- Outreach subawards
 - During the year we managed nine, and funded three new express outreach subawards; we managed a large outreach subaward targeting Arizona's tribal nations; managed four "Access to Electronic Health Information" subcontracts, and funded two major outreach subawards.

- Health Literacy
 - On September 10, 2003, we sponsored **(11) eleven** regional sites for the MLA Satellite Teleconference *Reading Between the Lines: Focusing on Health Information Literacy*; **155** attended the teleconference.
 - On January 28, 2004, we hosted “Stake Your Claim to Health Literacy.” This one-day educational symposium focused on the practical knowledge and tools needed to participate in Health Literacy initiatives within the healthcare and health information arena. The event was co-sponsored by the NCNMLG, MLGSCA, and PNC chapters of the Medical Library Association and preceded their joint meeting in Sacramento, California. The symposium was developed by an advisory group of library and literacy professionals from the NN/LM Pacific Northwest and Pacific Southwest Regions. “Stake Your Claim to Health Literacy” drew over 100 participants and included medical librarians, public librarians, healthcare interpreters, and health educators.
- Training
 - This past year, **155** outreach activities (a **99%** increase over the previous year) were conducted in the region, involving a total of **2709** participants. **78** activities involved public libraries, **68** activities were community-based, and **17** activities involved public health agencies.

Personnel

- Heidi Sandstrom assumed the position of Interim Associate Director in June 2003, following the resignation of Elaine Graham. She continued in that position for the remainder of YEAR 3 of the contract.
- Jeanneth Quevedo joined the RML staff as Office Assistant in November 2003.

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